

PROPOSED COUNCIL STUDY ISSUEFor Calendar Year: 2005New **X**

Previous Year (below line/defer)

Issue: Exploration of Youth and Senior Rates for Recreation Programs and Activities**Lead Department:** Parks and Recreation**General Plan Element or Sub-Element:** Recreation, Arts, Socio-Economic, Community Participation and Fiscal Sub-Element**1. What are the key elements of the issue? What precipitated it?**

This Study Issue was precipitated during Council's consideration of the 2004 Study Issue on youth rates and accompanying RTC 04-170: Exploration of Youth Rates for Recreation Programs and Activities. While Council accepted that RTC 04-170 detailed the current methodology in use by Department of Parks and Recreation in setting youth rates, Council did not feel comfortable in endorsing that methodology without knowing the specific effects of the existing Policy on participation of youth in City programs as compared to the City's demographics.

Council also decided at this time that any study looking at rates for youth should be broadened to include consideration of the same issues as they relate to seniors.

Specifically, this Study Issue would:

- Define youth and seniors for the purpose of the Study
- List all programs for just youth, but also identify those that are open to both youth and adults, where a "youth rate" (fee for participation) could make a potential difference in participation
- List all programs for just seniors, but also identify those that are open to the general public (including seniors), where a "senior rate" (fee for participation) could make a potential difference in participation
- Explore what data can be extracted from existing sources of information to depict patterns of participation.
 - ◆ To the extent that data allows, how many youth and how many seniors are participating in our programs, broken down by:
 - Ethnicity (*see note*)
 - Economics (*see note*)
 - Geography (*see note*)
 - ◆ Compare actual participation as broken down above to census data for City and identify where there are gaps. (*See note.*)
- Compare existing fee setting model/methodology as detailed in RTC 04-170 to models or options used by neighboring cities (including Santa Clara) to set youth and senior rates/fees for service.

- ♦ Research how well these other cities achieve participation by seniors and youth compared to their demographics. *(See note.)*
- Discuss how the specific factors of geography and economics are used in determining rates or fees participants are charged under City's current model/methodology vis a vis the youth and senior populations.
- Define which agencies are used, and how they are chosen, for purposes of determining how Sunnyvale's fees for service compare to the "market". Define how it is determined what comparable program offerings are at these agencies. Identify alternatives.
- Consider how changing or tailoring the senior and youth fees for service might affect participation as broken down by ethnicity, economics and geography.
- Consider the impacts to the Community Recreation Fund/General Fund of any changes to youth or senior rates/fees for service.

Note: Staff's ability to address these items is constrained by the availability of data. Without substantial outside professional services, available data is unlikely to be statistically valid or extensive. In the case of how well neighboring cities' achieve participation in proportion to their demographics, the costs may well outweigh the benefits.

2. How does this relate to the General Plan or existing City Policy?

Recreation Sub-Element

6.1A.3.c. Gather information about participation rates of individuals from different geographic areas of Sunnyvale in programs and at facilities, to determine if services are used equitably.

Policy 6.1C.3. – Utilize available pricing and promotional tools in order to maximize participation and/or use related programs, facilities and services, without jeopardizing the integrity and infrastructure of related facilities.

Policy 6.1C.4 Provide a system to allow persons who are economically disadvantaged to participate and use programs, facilities and services.

Approved Supplemental Action Statement for the City's Recreation Sub-Element, as a Result of Council Action 12/08/98; RTC 98-446:

Consider below market fees for programs such as "at-risk" teen programming, where a higher priority is placed on ensuring participation than any other factor.

Arts Sub-Element

GOAL 6.4D: Maintain sound financial strategies and practices that will enable the City to provide a comprehensive arts program to a maximum number of citizens while supporting the concept and objectives of the Community Recreation Enterprise Fund.

Policy 6.4D.1. Support the concept and objectives of the Community Recreation Fund as a means to increase self-sufficiency of arts programs and services while

reducing reliance on the City's General Fund.

Policy 6.4D.3. Utilize available pricing and promotion tools in order to maximize participation and/or use related to arts programs, facilities, and services, without jeopardizing the integrity and infrastructure of related facilities.

Fiscal Management Sub-Element

7.1A.1i Establish user charges and fees at a level closely related to the cost of providing those services.

7.1A.1k For each enterprise fund, review fees annually and set them at a level that will support the total direct and indirect costs of the activity.

3. Origin of issue:

Councilmember: Fowler, Chu and Lee

General Plan: _____

Staff: _____

BOARD or COMMISSION

Arts	Housing & Human Svcs
Bldg. Code of Appeals	Library
BPAC	Parks & Rec.
CCAB	Personnel
Heritage & Preservation	Planning

<u>Parks & Recreation Commission</u>	ranked	_____	of	_____
<u>Arts Commission</u>	ranked	_____	of	_____

Board / Commission Ranking/Comment:

4. Multiple Year Project? Yes ☐ No ☒ Expected Year of Completion 2005

EXPLORATION OF YOUTH AND SENIOR RATES FOR RECREATION PROGRAMS AND ACTIVITIES

5. Estimated work hours for completion of the study issue.

(a) Estimated work hours from the lead department 300(b) Estimated work hours from consultant(s): 200+(c) Estimated work hours from the City Attorney's Office: 0

(d) List any other department(s) and number of work hours:

Department(s): n/a 0Total Estimated Hours: 500+

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes No X

(b) Does this issue require review by a Board/Commission? Yes X No

If so, which Board/Commission? Parks & Recreation Commission
Arts Commission

(c) Is a Council Study Session anticipated? Yes X No

(d) What is the public participation process?

The public would have opportunity to participate in scheduled public hearings of the Parks and Recreation Commission, Arts Commission and City Council. In addition, the public could participate in a proposed Council Study Session.

7. Estimated Fiscal Impact:

Cost of Study	\$ Unknown. TBD by Nov. 2004
Capital Budget Costs	\$ 0
New Annual Operating Costs	\$ determined by study
New Revenues or Savings	\$ determined by study
10 Year RAP Total	\$ Unknown
Budget Modification Needed	

8. Staff Recommendation for This Year

Recommended for Study
 Against Study
 X No Recommendation

Explain below staff's recommendation if "for" or "against" study. Department director should also note the relative importance of this study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

reviewed by

 Department Director

 Date

approved by

 City Manager

 Date